

## **Property Tax - Opinion - Public Relations**

**From:** Hyman, Dale [IDR]

**Sent:** Wednesday, April 18, 2007 5:10 PM

**To:** Iowa Assessors

**Subject:** public relations

### **Assessors:**

A complaint heard from taxpayers and legislators is that assessors control the board of review and the hearing is not fair. This is a perception that creates ill will and poor public relations. Here are a few suggestions to avoid that perception:

- Make the assessor's office presentation at the hearing.
- Do not continue to make the case after the taxpayer leaves.
- Let the board of review do inspections on their own.
- Provide the taxpayer with a copy of the office's presentation to the board of review.
- Treat petitioners in a friendly way and with respect (even tax representatives).

No doubt most hearings are amicable and fair. It is an old adage though that bad news spreads like wildfire. It takes a lot of positive experiences to overcome one perceived bad experience. I realize what difficult jobs assessors have and what an excellent group of dedicated professionals you are so please take this advice as a friendly suggestion.

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